

Microwaves in Turkey

Market Direction | 2024-12-12 | 35 pages | Euromonitor

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Report description:

In 2024, retail volume sales of built-in and freestanding microwaves in Turkey continued the downward trend observed over the review period. Microwaves are increasingly viewed as non-essential items, beset by a poor image in light of the growing health implications surrounding the use of these appliances. During economic downturns, consumers are likely to postpone purchases of such non-essential goods. Additionally, the rise of alternative cooking devices, such as air fryers, which gained popula...

Euromonitor International's Microwaves in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Built-in Microwaves, Freestanding Microwaves.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Microwaves market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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